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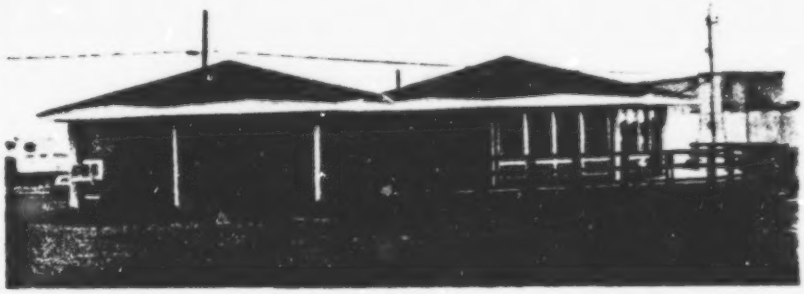
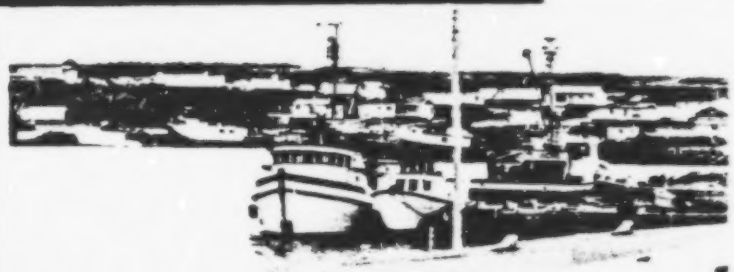
PORT au CHOIX
National Historic Site
Visitor Survey Analysis -1986





Canada

PORT AU CHOIX NATIONAL HISTORIC SITE

VISITOR SURVEY 1986

Socio-Economic Analysis Section
Policy Planning & Research Division
Environment Canada - Parks
Atlantic Region
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SURVEY HIGHLIGHTS

VISITOR RECEPTION CENTRE SURVEY

- Approximately 5,300 people visited the Visitor Reception Centre at Port au Choix National Historic Site during the survey period (2 July - 29 August).

- These people comprised approximately 1,624 parties with a mean party size of 3.2 persons.

- The most frequently observed party size is two, and the most frequently observed party composition is couples.

- The majority of visitors to the Visitor Reception Centre are from out-of-province (57.4%). The three largest origin groups of visitors are Newfoundland (42.6%), U.S.A. (21.4%), and Ontario (16.0%).

- Visitors' average trip length is 14 days (including time away from home not spent in Newfoundland).

- Visitors used several types of accommodation while in Western Newfoundland. Campgrounds were the most commonly used type, followed by hotels, motels/cabins, and homes of friends/relatives.

- Of the visitors, 95.2 per cent were English speaking and 4.8 per cent were French speaking.

- The majority of visitors to the Visitor Reception Centre were visiting for the first time (85.5%).

- Interest in Historical Sites, Culture and Curiosity/General Interest were the main reasons for visiting the site.

- The majority of visitors decided to visit Port au Choix en route (65.6%) while the remaining (34.4%) planned to visit before they left home.

- The average time spent at the Visitor Reception Centre was 23 minutes.

- Virtually all visitors (99.7%) received the site brochure but only 33.4 per cent had read it prior to, or during their visit to the Visitor Reception Centre.

- Those aspects of the display which visitors liked the most were the skeletons, the organization and layout of the display, and the artifacts, tools and grave goods.

- When asked what they liked least about the display most visitors responded 'nothing' (89.6%). Most of the remaining responses concerned enhancing the exhibit.

- When asked for suggestions on what additional facilities or services could be offered at Port au Choix National Historic Site many visitors, again, responded 'nothing'. Most of the suggestions made concerned two topics: the need for more signage/exposure for the site, and the need for enhancement of the display.

- The majority of visitors to Port au Choix (71.6%) visited at least one other site/service while in Port au Choix. The most common sites visited are the Burial Grounds, Point Riche, a local restaurant, the fish plant and Phillips Gardens.

POINT RICHE OBSERVATIONAL SURVEY

- At Point Riche the most common activities of visitors are strolling about, combined with photography and picnicking (29.2%) and sitting in the car and watching the ocean (22.0%).

- The majority of parties (95.9%) entered Point Riche by the road and the main mode of entry was motor vehicle (86.4%).

- The most common party size at Point Riche is two, and the average party size is 2.4 persons.

- The average time spent at Point Riche by parties who were not on Parks or Department of Transport business was 18 minutes.

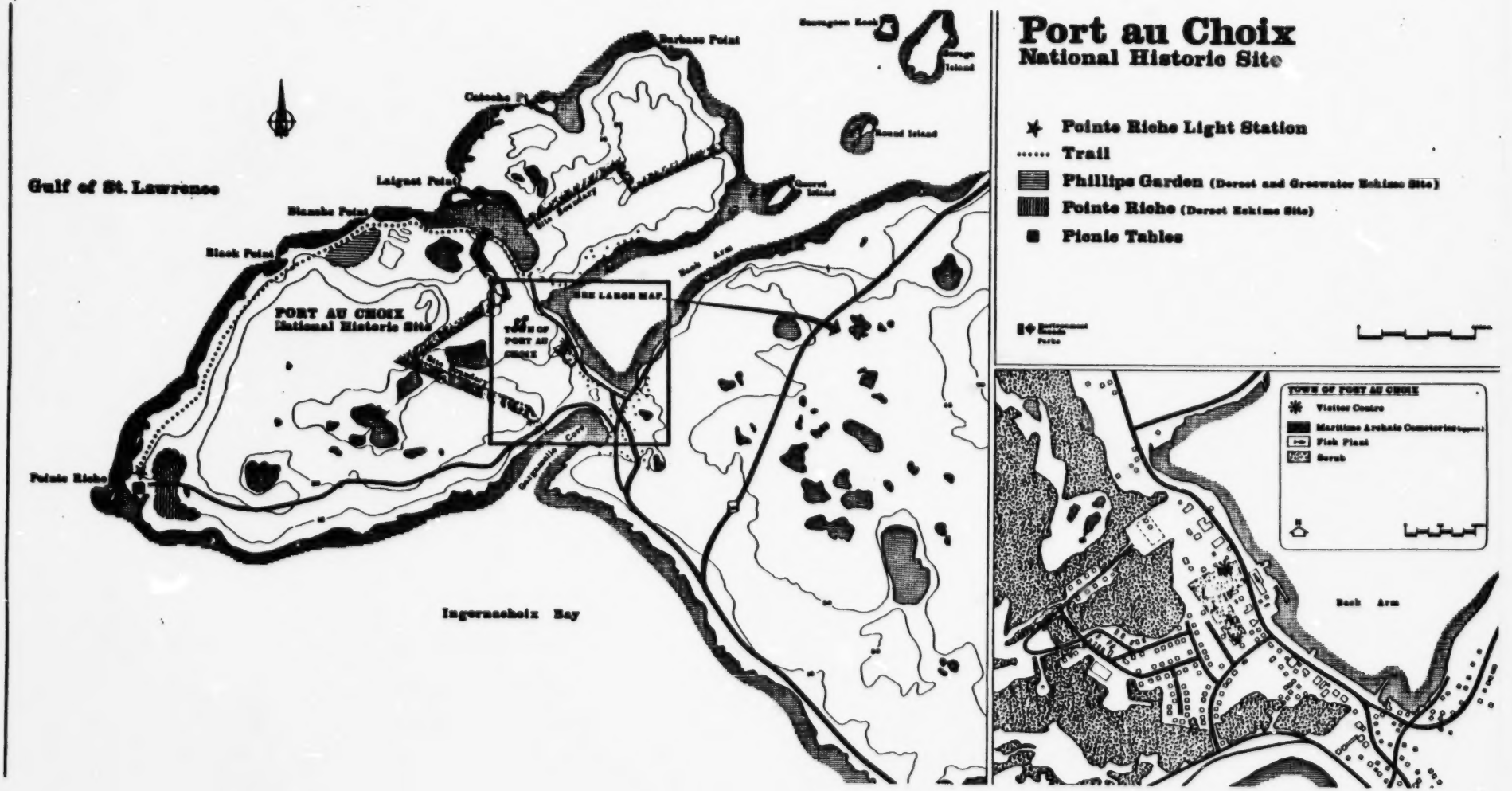
I INTRODUCTION

This report presents the findings of the Visitor Surveys undertaken at the Port au Choix National Historic Site in July and August 1986. A personal interview survey was undertaken at the Visitor Reception Centre and an observational survey was undertaken at Point Riche. This report concentrates on the findings of the Visitor Survey undertaken at the Visitor Reception Centre.

The report is in five sections. Section One gives a brief introduction of the survey. Section Two is a Profile of Visitors which presents details of party size and composition, origin of visitors to Port au Choix, and characteristics of visitors' trips including the reason for visiting Newfoundland, length of stay from home and type of accommodation. Section Three is the Visitor Use Analysis. In this section the survey results which relate to the use of the site are reported such as the main reason for visiting Port au Choix National Historic Site, time spent at the Visitor Reception Centre, visitors' likes and dislikes, and visits to other sites. Section Four reports the results of the Point Riche observational survey. Section Five is an analysis of current 'tourist' use of the Northern Peninsula and Newfoundland generally, the trends which this use is following, and development of a scenario for potential demand for Port au Choix National Historic Site.

II THE SURVEY

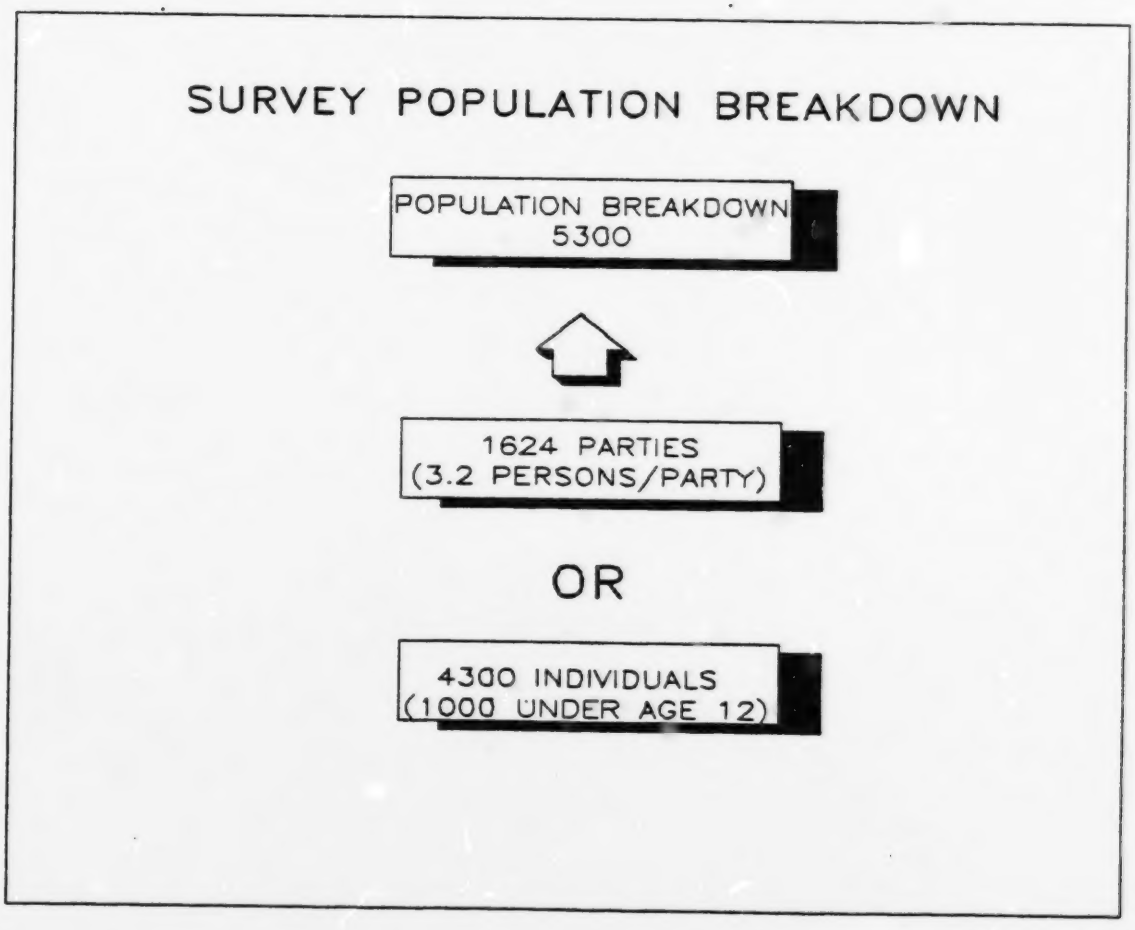
The visitor use survey was undertaken in July and August 1986 in the Visitor Reception Centre at Port au Choix National Historic Site. An interviewer randomly selected respondents over 12 years of age as they left the Visitor Reception Centre. The survey sample consisted of 392 successful interviews conducted on twenty survey days during the sample frame period of July 2 to August 29, 1986. The survey population was approximately 5,300 visitors to the VRC during this period. In addition, an observational survey was undertaken at the site of the Point Riche lighthouse. The survey questions sought to gather information about the individual responding to the survey as well as the party he/she was visiting the Site with. The survey findings reported in this study represent either party characteristics (all visitors including those under the age of 12) or individual characteristics of respondents (representing the subpopulation of approximately 4,500 visitors over 12 years of age). The records are weighted either for parties or persons according to the nature of the question. Records weighted by parties represent the approximately 1,624 parties (5,300 visitors) who visited the site during the survey period. Records weighted by persons represent approximately 4,500 visitors over 12 years of age. Some survey questions are more appropriately reported by parties, such as type of accommodation used and visits to other sites, while others such as what


Port au Choix
National Historic Site
Pointe Riche Light Station
Trail
Phillips Garden (Dorset and Greenwater Eskimo Site)
Pointe Riche (Dorset Eskimo Site)
Picnic Tables
Gulf of St. Lawrence
Barbace Point
Galeche Pt.
Round Island
Lobster Island
Laigast Point
Blanche Point
Black Point
PORT AU CHOIX
National Historic Site
SEE LARGE MAP
TOWN OF PORT AU CHOIX
Pointe Riche
Ingerneschoix Bay
Goose Arm
TOWN OF PORT AU CHOIX
Visitor Centre
Fish Plant
Scrub
Goose Arm

visitors liked and disliked about the exhibit, are more appropriately reported by persons. The reader should note the base value represented in each table or graph as outlined in Figure 1.

Further information on the objectives, methodology, and analysis of the survey can be found in the Planning Report, Port au Choix National Historic Site Visitor Survey, 1986. A copy of each survey instrument is in Appendix A of this report.

FIGURE 1



2.1 Visitor Profile

2.1.1 Party Size and Composition

The 5,321 visitors to the Port au Choix Visitor Reception Centre during the survey period in July and August 1986 comprised of approximately 1,624 parties with a mean party size of 3.2 persons. These visitors were predominantly adults or adolescents with 84.5 per cent of visitors (4,495) over 12 years of age. The most frequent party size (the mode) was two. Figure 2 shows the number of parties by party size. As Figure 3 shows, most parties of two were couples and couples is the mode for party composition. Families and friends and groups of friends are the next two most significant groupings respectively.

FIGURE 2

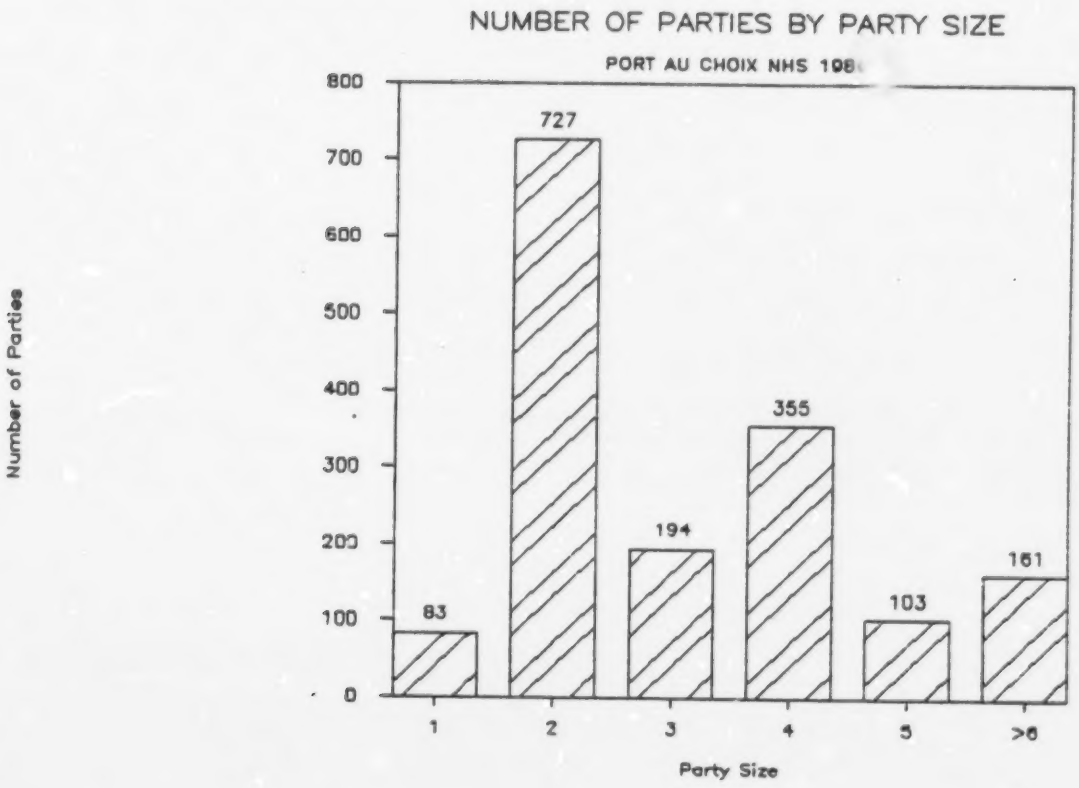
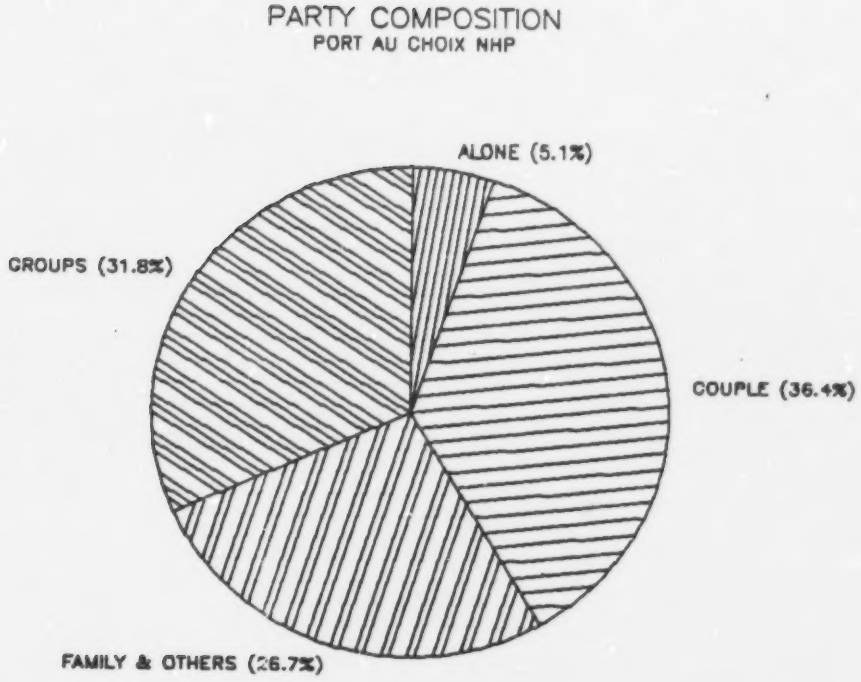


FIGURE 3



2.1.2 Origin

The majority of visitors (57.3%) to the Visitor Reception Centre were from out-of-the province (see Table 1). The single largest group was from Newfoundland, followed by visitors from the United States. Visitors from the local area made up less than 5 per cent of total visitation. The low number of local visitors is not surprising considering the small local population and the fact that the centre has been open and unchanged since 1973.

Table 1: ORIGIN OF VISITORS TO PORT AU CHOIX NATIONAL HISTORIC SITE 1986 (n=1624 parties)

ORIGIN	PER CENT
Newfoundland	42.6
United States	21.4
Ontario	16.0
Nova Scotia	7.2
Quebec	5.1
Foreign	3.3
New Brunswick	1.8
Prince Edward Island	0.3
Other Canada	2.3
	100.0

2.1.3 Main Reason for Visiting Newfoundland

The out-of-province visitors' main reasons for visiting Newfoundland are shown in Table 2.

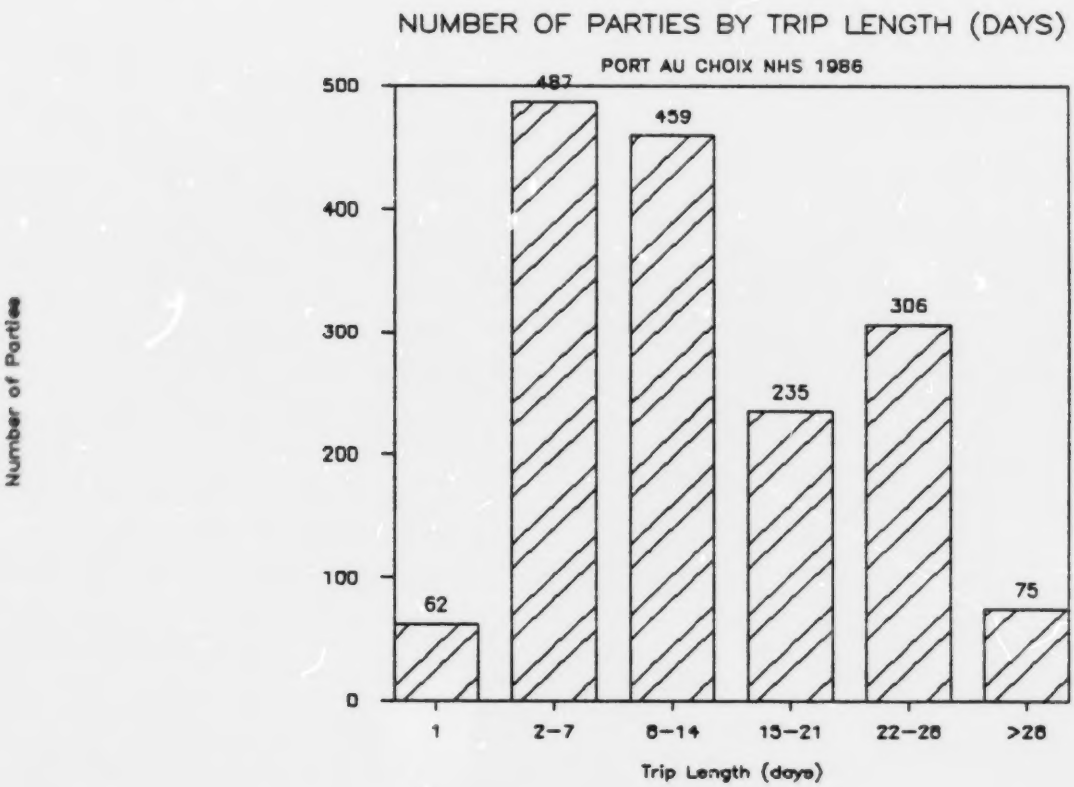
Table 2: MAIN REASON FOR VISITING NEWFOUNDLAND (n=931 parties)

MAIN REASON	PER CENT
Part of a touring trip	83.5
Visit friends and relatives	.9
Touring trip & to visit friends/relatives	11.6
Business	2.2
Combined touring & business	1.8
	100.0

2.1.4 Length of Stay from Home

The average trip length for all non-local visitors' trips (including time away from home not spent in Newfoundland) was 14 days.

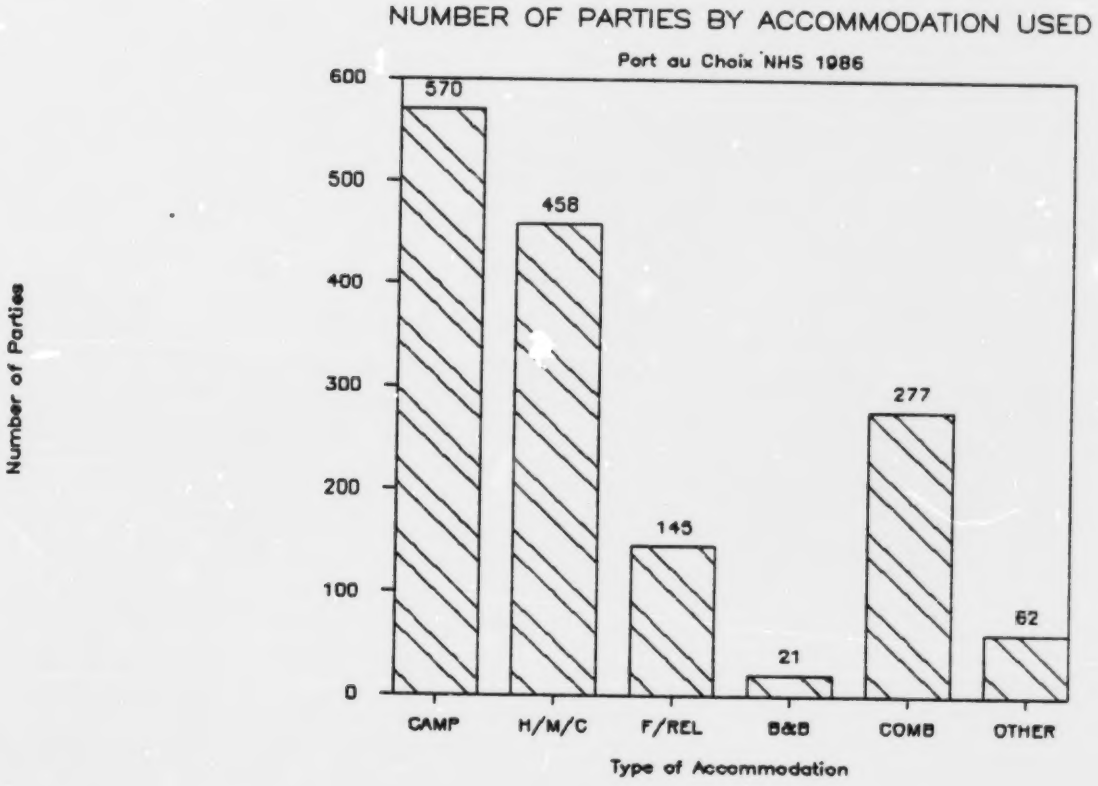
FIGURE 4



2.1.5 Type of Accommodation Used

The types of accommodation used while in Newfoundland are shown in Figure 5. Campgrounds are the most commonly used type of accommodation, followed closely by hotels, motels and cabins.

FIGURE 5



CAMP - Campground
H/M/C - Hotel/Motel/Cabin
F/REL - Friends/Relatives
B&B - Bed & Breakfast
COMB - Combination
OTHER - Other

2.1.6 Language

During the survey period, 95.2 per cent of visitors were English speaking and 4.8 per cent were French speaking.

III VISITOR USE ANALYSIS

3.1 First and Repeat Visitors

Port au Choix National Historic Site has a very high percentage of first time visitors. Of the visitors in July and August 1986, 85.5 per cent were visiting the Visitor Reception Centre for the first time, 13.5 per cent were on their second or subsequent visit and one per cent indicated that they visit the site often.

3.2 Main Reason for Visiting Port au Choix National Historic Site

'Interest in historical sites and culture' and 'curiosity/general interest' were the two most frequent responses given for visitors' main reasons for visiting the site. Table 3 gives a breakdown of responses.

Table 3: MAIN REASON FOR VISITING PORT AU CHOIX NATIONAL HISTORIC SITE (n=1624 parties)

MAIN REASON	PER CENT
Interest in Historical Sites/Culture	28.5
Curiosity/General Interest	24.7
Interest in Archaeology/Anthropology	8.7
See what was here	8.4
Educational purposes	6.4
Show friends/children	5.3
Visited because they were in Area	5.1
See the Remains/Burials In Situ	4.4
Other	8.5
	100.0

3.3 Visitors' Plans to Visit Port au Choix

The majority of visitors to Port au Choix decided to visit the site en route (65.6%) while the remaining (34.4%) planned to visit before they left home. Visitors from Newfoundland province were considerably more likely to plan their visit before they left home than were visitors from out-of-province (see Table 4).

Table 4: PLANNED TO VISIT PORT AU CHOIX NATIONAL HISTORIC SITE

ORIGIN OF PARTIES	BEFORE LEFT HOME	ENROUTE	
Newfoundland (n=693)	40.5%	59.5%	100%
Out-of-Province (n=931)	29.2%	70.8%	100%

3.4 How Visitors First Learned of Port au Choix

Information about Port au Choix reaches the visitors in a number of ways. Survey respondents were asked how they first learned of the site. The three most common responses for Newfoundland and out-of-province visitors are given in Table 5.

Table 5: THREE MOST COMMON RESPONSES TO HOW VISITOR FIRST LEARNED OF SITE

Newfoundland Visitors

1. Through Friends and Relatives
2. Media
3. Saw the Road Sign

Out-of-Province Visitors

1. Information from Newfoundland Tourism
2. Through Friends and Relatives
3. Picked up a Pamphlet en Route

3.5 Time spent at the Visitor Reception Centre

Most visitors spent one half hour or less at the Visitor Reception Centre, with an average time spent of 23 minutes. The range of values observed in the survey was extremely wide, from five minutes to four hours. As Figure 6 shows, only a small percentage of visitors spent longer than 30 minutes.

FIGURE 6

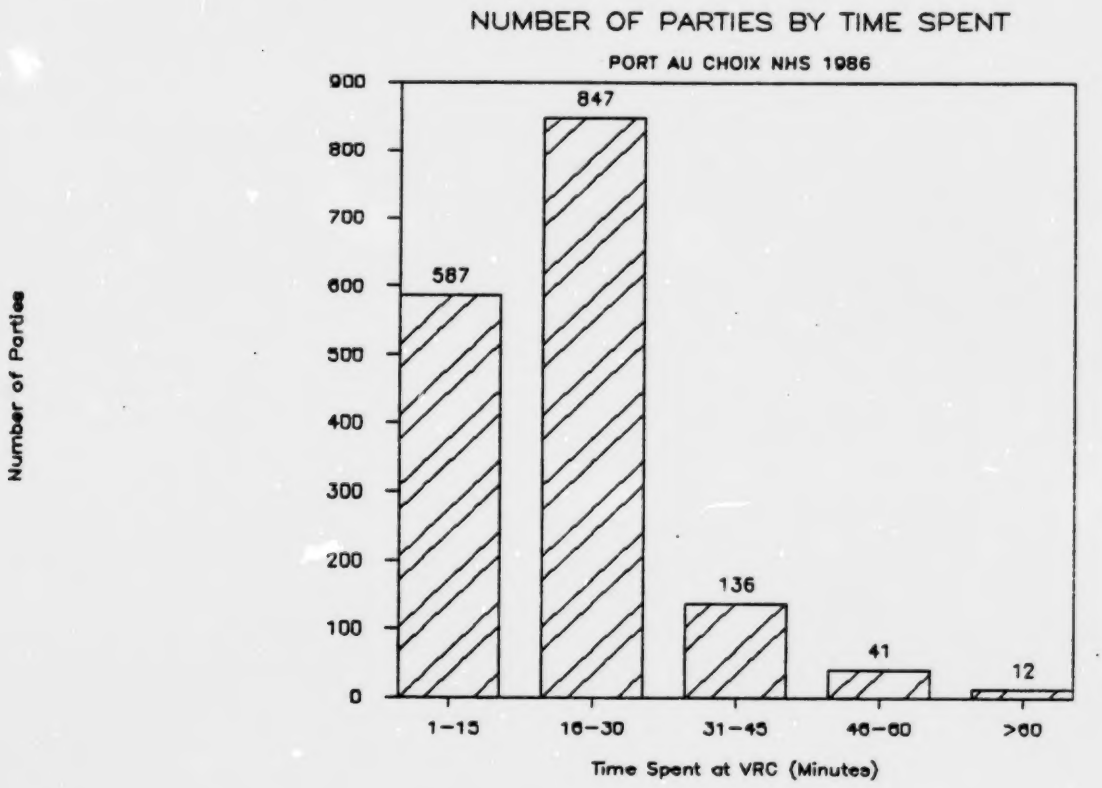
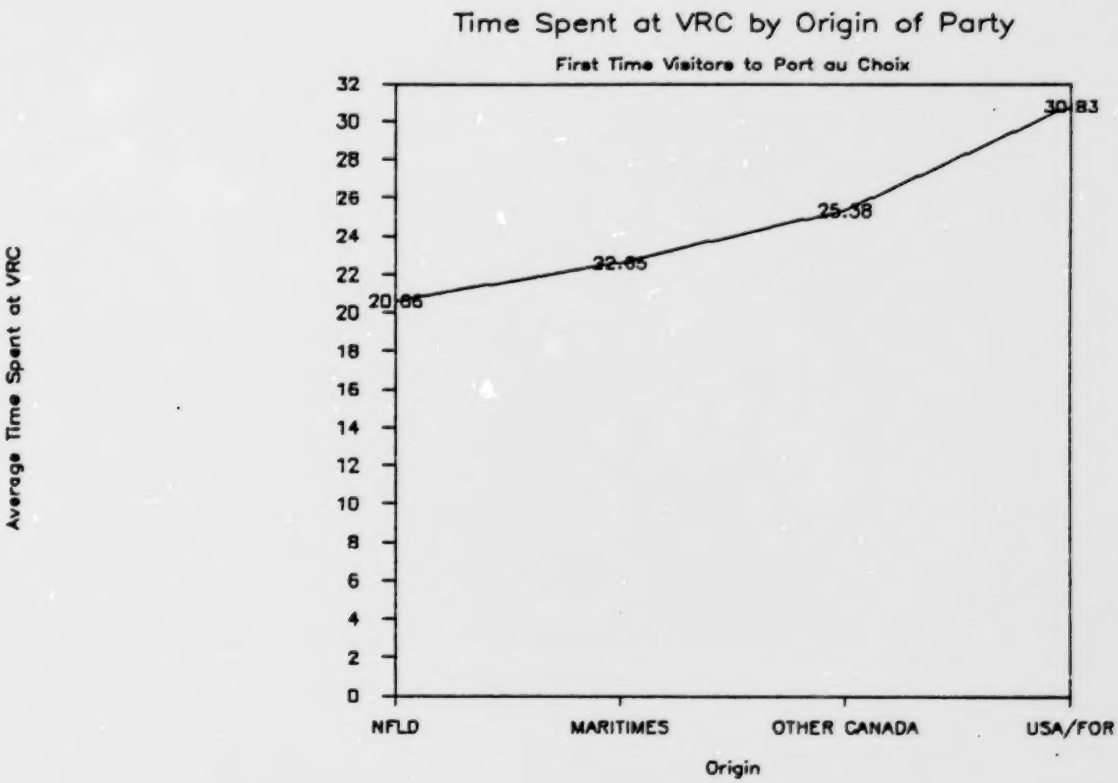


Figure 7 shows the relationship between distance travelled and time spent at the Visitor Reception Centre. Visitors on their second or subsequent visit are not included because they are known to spend less time at the site. To include this group would cause the relationship between the values to reflect more than the relationship between the variables distance and time.

FIGURE 7



From Figure 7, it can be seen that there is a positive relationship between distance travelled and time spent at the Visitor Reception Centre. The intuitive explanation for this relationship is that visitors want to derive as much as possible from their visit when they have travelled such a long distance, and the likelihood of a repeat visit is low. Other factors which affected the amount of time visitors spent at the site were first vs. subsequent visits and the reasons for visiting. Visitors on their second or subsequent visit to the Visitor

Reception Centre spent less time at the site than first time visitors (31.0 per cent of first time visitors spent 15 minutes or less at the site compared to 66.5 per cent for other visitors). It was also found that visitors who definitely expressed an interest in the site as their reason for visiting, spent more time at the site than those whose reasons were passive (ie. 'interest in archeology/anthropology', 'interest in historical sites/culture', 'to see the remains or burials' as opposed to 'interest', 'was in the area,' 'to see what was here').

3.6 Use of Site Brochure

Virtually all (99.7%) of the visitors received the site brochure either at the Visitor Reception Centre or before arriving at the Site. Figure 8 shows when people first received the site brochure.

Overall, 33.3 per cent of the visitors read the site brochure. Most of these people who read the site brochure did so before visiting the Visitor Reception Centre. The remainder of those who read the brochure did so at the Visitor Reception Centre.

FIGURE 8

WHEN RECEIVED SITE BROCHURE
Port au Choix NHS 1986

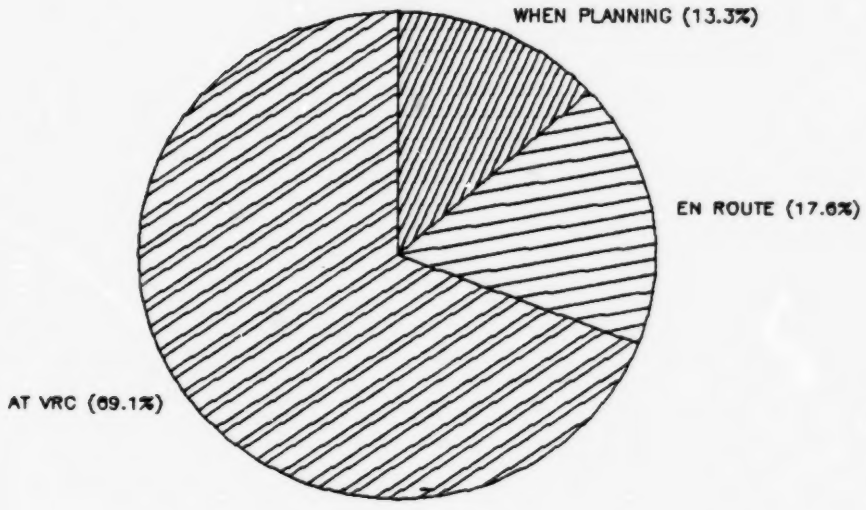
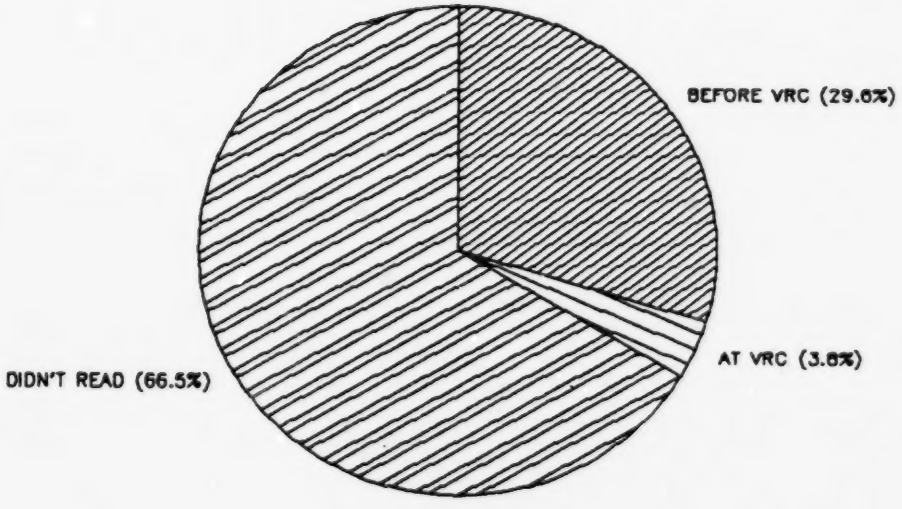


FIGURE 9

READ THE SITE BROCHURE
PORT AU CHOIX NHS 1986



3.7 Visitors' Likes and Dislikes

The comments received when visitors were asked what they liked most about the exhibit are summarized in Table 6.

Table 6: WHAT VISITORS LIKE MOST ABOUT THE EXHIBIT
VISITOR RECEPTION CENTRE PORT AU CHOIX
NATIONAL HISTORIC SITE 1986
(n=4495 persons)

LIKE MOST	PER CENT
The Skeletons	19.3
The Organization of the Display	15.8
The Artifacts, Tools & Grave Goods	13.7
Everything	9.2
The Tour or Tour Guide	6.1
Multiple Answers of above Five	8.1
Age & Preservation of Artifacts	4.3
Use of Clear Wording & Explanations	3.8
The Authenticity of the Display	3.8
Site is Informative/Interesting	3.8
The Grave Sites	2.8
The History of Maritime Archaic Indians (MAI)	2.3
The Paintings/Photographs	2.0
The Archaeological Aspect/Dig	.5
Nothing in Particular	2.0
Other	2.5
	100.0

When responses to 'what did you like most about the exhibit' are broken down by origin, no remarkable differences are found.

When visitors were asked what they liked least about the exhibit, 89.6 per cent responded that there was nothing they liked least. The responses are summarized in Table 7.

Table 7: WHAT VISITORS LIKED LEAST ABOUT THE ABOUT THE EXHIBIT PORT AU CHOIX NATIONAL HISTORIC SITE 1986
(n=4495 persons)

LIKED LEAST	PER CENT
Nothing	89.6
Not enough Artifacts	2.0
Display not large enough	2.0
No reconstruction of Dig at Burial Site	1.3
Not enough on Culture of MAI	1.0
Too many Pictures, not enough Artifacts	.5
Not enough Road Signs, Directions	.5
Not enough Post Cards, Books	.3
Smoke in Foyer of Building	.3
Other	2.5
	100.0

Newfoundland visitors were less likely to name something they disliked about the exhibit than the visitors from out-of-province (92.3 per cent said they like nothing least compared to 88.3 per cent).

3.8 Visitors' Suggestions

Visitors were offered the opportunity to make suggestions on what additional facilities or services could be offered at Port au Choix National Historic Site. The suggestions offered did not strictly adhere to 'additional facilities or services'. Only 35.6 per cent of the people surveyed had suggestions.

Table 8: VISITORS' SUGGESTIONS PORT AU CHOIX NATIONAL HISTORIC SITE 1986

	PER CENT OF TOTAL INCLUDING THOSE WITH NO SUGGESTIONS (n=4495 persons)
None	64.4
More Signs on Road	6.1
More Advertising/Exposure	2.0
Sign at Burial Grounds	.8
More Artifacts	3.3
Larger Display	4.1
More Description of Lifestyle/Culture	1.5
More on Historical Context	1.0
Show More on Excavation Techniques	.3
Visual Presentation	2.8
Reconstruction of Dig	5.9
Dorset Eskimo Display	.5
Be Able to Touch Artifacts	.3
Combinations of Preceding 9	4.4
Sell Postcards & Books	.5
Provide Picnic Tables & Cover	.8
Open Lighthouse	.5
More Information & Tapes of Tour	.5
No Smoking in VRC	.3
Other	.8
	100.0

Of the suggestions offered, 25 per cent concerned the perceived need for more signage/exposure. This is a significant proportion and indicates that the visitors either had difficulty finding the site themselves or believed that others would. A further 67.6 per cent of suggestions concerned enhancing the exhibit and the desire for 'more' interpretation. This appears to be an indication that visitors are prepared to spend more time at the site, or felt more site development was important.

Newfoundland visitors made fewer suggestions than out-of-province visitors. Only 28.6 per cent of Newfoundland visitors offered a suggestion while 37.1 per cent of out-of-province visitors offered a suggestion.

3.9 Visitors' Perception and Particular Interests

Visitors' perception of what the exhibit is about fell into five main categories encompassing 78.7 per cent of respondents. Table 9 shows the complete range of responses of 'what visitors feel the exhibit is about'.

Table 9: VISITORS' PERCEPTION OF WHAT THE EXHIBIT IS ABOUT PORT AU CHOIX NATIONAL HISTORIC SITE 1986 (n=4495 persons)

VISITORS' PERCEPTION	PER CENT
Lifestyle and History of MAI	18.3
Newfoundland History	17.8
Early People of Newfoundland	17.6
History & Preservation of History	12.5
Burial of MAI	12.5
Maritime Archaic Indians	6.1
Prehistoric Indians	4.8
Anthropology/Archaeology	4.3
Don't know	2.5
History & Lifestyle of MAI	1.5
Original People of North America	.8
MAI Culture & Burials	.5
Representation of an Archaeological Dig	.5
Other	.3
	100.0

These responses indicate that the display is relatively effective in communicating the story of the Maritime Archaic Indian Burial Site at Port au Choix.

When asked if they had a particular interest in some aspect of the Maritime Archaic Indian people, 69.0 per cent of the respondents answered that they did. Of this particular interest, three common responses were defined (ie. making up more than 10 per cent of the responses) and there were twenty other responses plus multiple responses. The three common responses were:

1. Their Tool Technology and Weapons Well Made (17.2%)
2. Their Ability to Survive in Harsh Conditions (11.7%)
3. The Burial Position and Burial Customs (11.4%)

3.10 Visitors' Activities in Port au Choix and Related Sites

The majority of visitors visited other sites/services other than the Visitor Reception Centre while in Port au Choix. Main sites visited were the Burial Grounds, Point Riche, a local restaurant, Phillips Gardens and the fish plant. Out-of-province visitors were marginally more likely to visit other sites than Newfoundland visitors (74.6% vs. 70.2%). Out-of-province visitors also have less decisive plans regarding whether they will visit other sites; 9.5 per cent of out-of-province visitors didn't know if they would visit other sites; compared to 7.7 per cent of Newfoundland visitors: Figures 10 and 11 demonstrate this difference.

FIGURE 10

VISITS TO OTHER SITES
OUT OF PROVINCE VISITORS

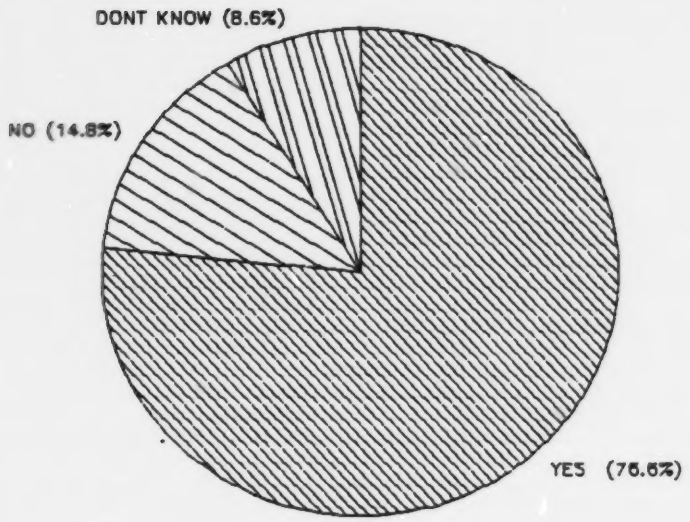


FIGURE 11

VISITS TO OTHER SITES
IN PROVINCE VISITORS

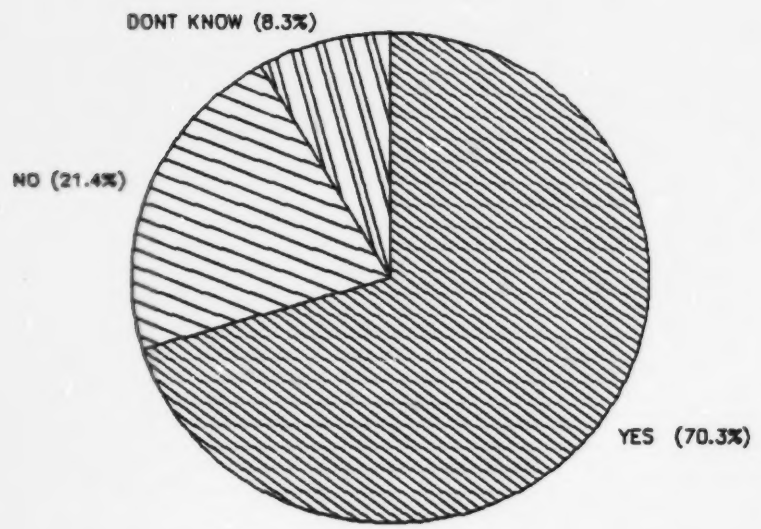


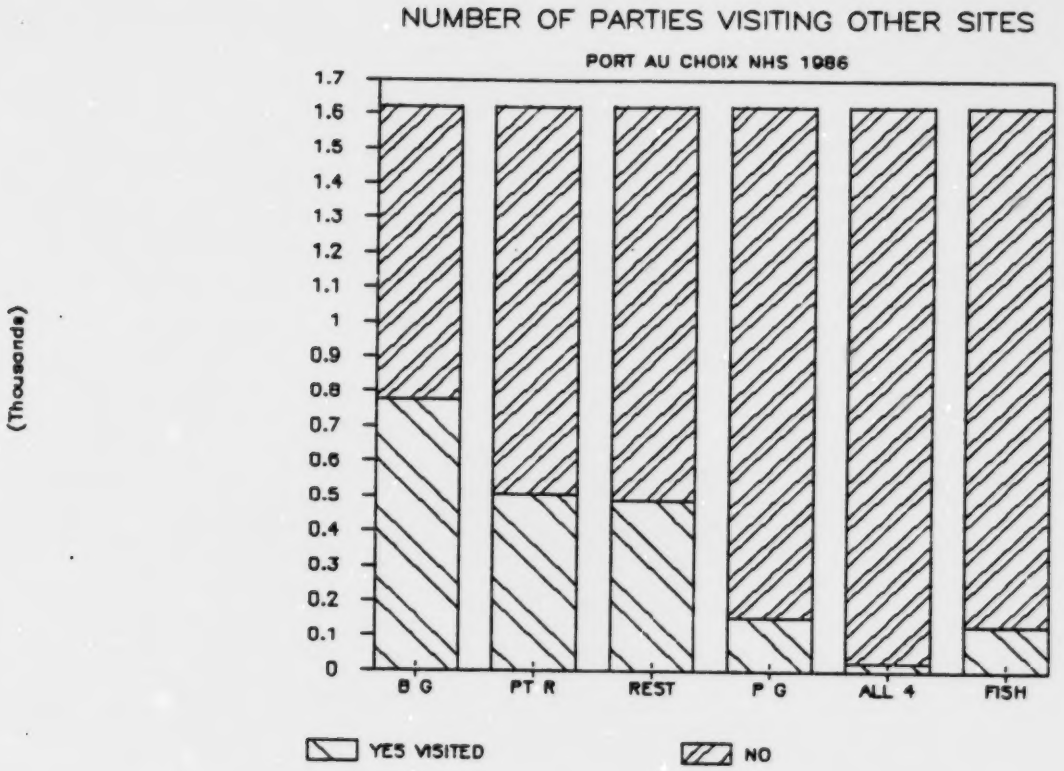
Table 10 provides a breakdown, by origin group, of the percentage of total visitors who visited (or intended to visit) each site/service.

Table 10: PERCENTAGE OF PARTIES VISITING OR INTENDING TO VISIT EACH SITE/SERVICE

	TOTAL n=1624	NFLD n=693	OTH CAN n=931	USA/FOR. n=400
Burial Grounds	50.6	48.5	54.8	48.0
Restaurant	32.6	35.1	32.9	27.3
Point Riche	33.2	38.9	26.5	30.5
Phillips Gardens	9.1	5.6	14.4	10.9
All Four	1.6	1.8	2.3	1.5
Fish Plant	8.1	6.4	14.2	11.2
Total	100.0	100.0	100.0	100.0

There were differences in each origin groups' choice of sites to visit. While Newfoundlanders are considerably more likely to visit Point Riche than 'other Canadians', other Canadians are the visitors most likely to visit Phillips Gardens. Figure 12 shows the percentage of total visitors who visit each site, excluding those who did not know which/if any sites they would visit.

FIGURE 12



B G - Burial Grounds
PT R - Point Riche
REST - Restaurant
P G - Phillips Gardens
ALL 4 - All of the above
FISH - Fish Plant

Expressed in numbers, 1,766 of the Port au Choix Visitor Reception Centre visitors went to Point Riche, 1,952 to the Burial Grounds, 1,292 to a local restaurant and 486 to Phillips Gardens. Only 88 visitors visited all four sites.

Couples are the most likely of various groups to visit other sites, followed by groups of friends.

Table 11: PARTY COMPOSITION AND PARTIES VISITING OTHER SITES

	PERCENTAGE OF PARTIES (n=1624)	PERCENTAGE OF PARTIES VISITING OTHER SITES (n=1156)
Couples	36.4	38.5
Family with children	26.7	24.5
Friends	25.2	25.7
Friends & Families	6.6	7.2
Alone	5.1	4.2
	100.0	100.0

IV POINT RICHE OBSERVATIONAL SURVEY

An observational survey of parties entering Point Riche was undertaken as a part of the Port au Choix National Historic Site Visitor Survey. The survey consisted of 191 parties who were observed in their activity at Point Riche. The population which this survey represents is not known. It is known that approximately 1,800 visitors to the Visitor Reception Centre visited, or planned to visit, Point Riche, but nothing is known about other users. At Point Riche the most common activities (other than Parks or Department of Transport business) are strolling about, (combined with other activities) and sitting in the car and watching the ocean.

Table 12: ACTIVITIES AT POINT RICHE

ACTIVITIES	PER CENT
Strolling About	11.5
Strolling About & Photography	15.7
Strolling About & Picnic	1.0
Photography, Strolling & Picnic	1.0
Picnic	1.0
Photography	2.1
Sit in Car & Watch Ocean	22.0
Use of ATC or Dirt Bike	5.2
Drive Through	2.1
Parks-Archeology	7.3
Parks or D.O.T Business	29.3
Other	1.5
	100.0

The vast majority of parties entered by the road (95.9%). The remainder entered by the trail (3.1%). Motor vehicles were the mode of entry for 86.4 per cent of parties. Bicycling and walking accounted for 1.6 and 7.0 per cent of entries respectively. The low percentage of parties entering from the trail, and the low percentage who entered on foot, are an indication of the usage of the hiking trail.

The most common party size at Point Riche is two, and the average party size is 2.4 persons. Party composition is shown in Figure 12. Figure 13 shows that the majority of visitors spent 15 minutes or less at Point Riche. The average time spent at Point Riche by parties who were not on Parks or Department of Transport business was 18 minutes. The range of time spent was from one minute (drive through on ATC) to five and a half hours (strolling about and photography).

FIGURE 13

PARTY COMPOSITION
POINT RICHE

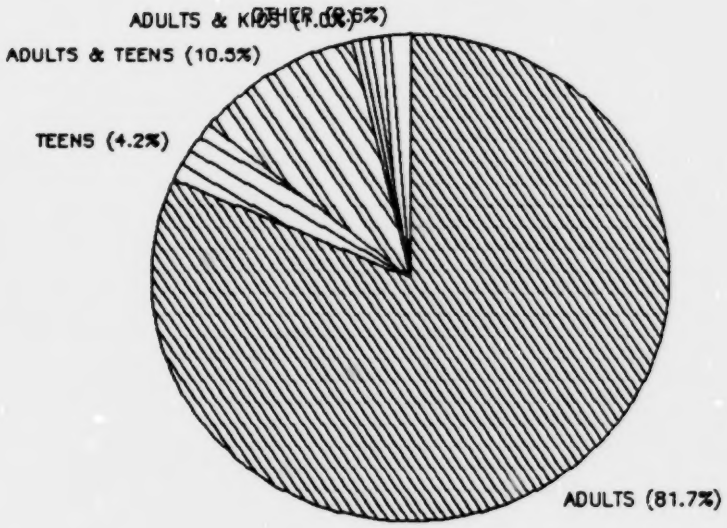
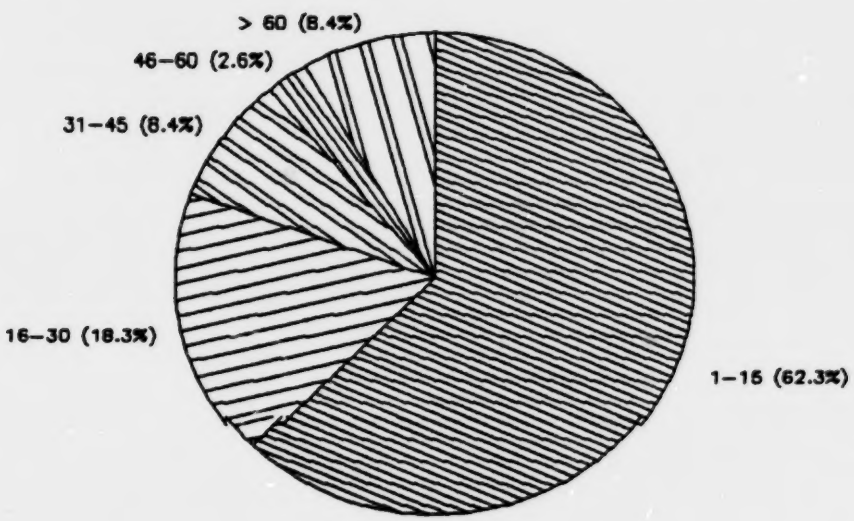


FIGURE 14

Time Spent at Point Riche (Minutes)
Port au Choix NHS 1986



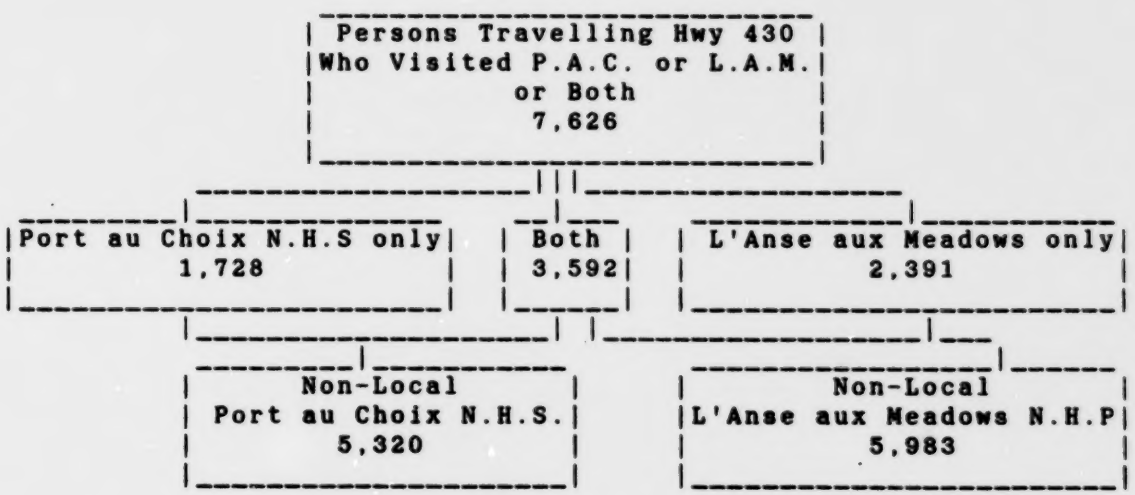
V PROSPECTIVE VISITATION TO PORT AU CHOIX NATIONAL HISTORIC SITE

In July and August 1986, Port au Choix N.H.S. received almost 5,600 visitors while L'Anse aux Meadows N.H.P. during, this same period, received approximately 8,300. Of the 5,600 Port au Choix N.H.S. visitors, approximately 5,320 were non-local. By contrast, an estimated 5,983 of the L'Anse aux Meadows N.H.P. visitors were non-local (Gros Morne N.P. Traffic Partition Surveys, 1986 -these values are accurate within 2 percentage points). Non-local in this context refers to those who do not live in Census Division 9, north of Gros Morne N.P.

In the flow diagram below, it is shown that some non-local people visit either L'Anse aux Meadows N.H.P. or Port au Choix N.H.S. and some people visit both.

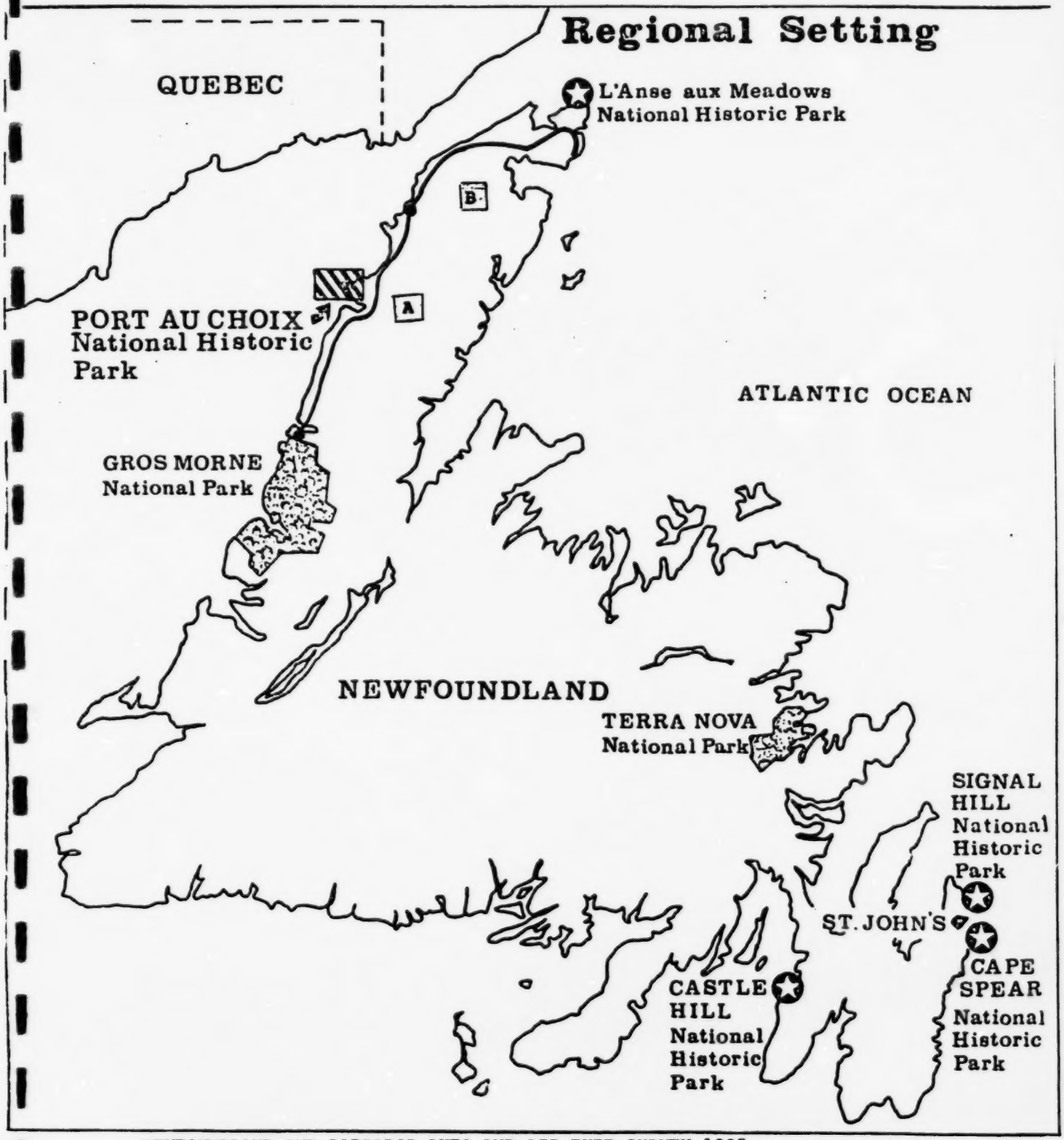
FIGURE 15

Visitor Breakdown To L'Anse aux Meadows N.H.P.
and Port au Choix N.H.S.
1986



Those travelling the Viking Trail (Hwy 430) who visit L'Anse aux Meadows N.H.P. but not Port au Choix N.H.S. represent potential demand for Port au Choix N.H.S. because they demonstrated an interest in visiting historic sites. Furthermore, the area between Gros Morne and L'Anse aux Meadows N.H.P. has few competing attractions and Port au Choix N.H.S. is the only town with a 'museum' type facility. It is also one of the few towns along the route offering complete services. The reasons these travellers are not stopping in Port au Choix N.H.S. are not known. It could be that they are aware of what is at Port au Choix N.H.S. and are not willing or interested to forego the time to drive in and see the site. It could also be that they have no knowledge of the site or that they misunderstand what is there. The road sign, for instance, does not give the passing motorist any information on what the park is about or what it offers (interpretive centre, hiking trails, picnic park). The sign is placed only at the intersection on the highway; there is no advance signage. If the signage or other factors regarding lack of knowledge of the site are responsible for a portion of these visitors 'missing' Port au Choix N.H.S., there are several opportunities to inform them of the site; at L'Anse aux Meadows N.H.P., at Gros Morne and through an advanced, informative road sign.

MAP 2



NEWFOUNDLAND AND LABRADOR AUTO AND AIR EXIT SURVEY 1985

	Percentage of Non-Resident Travellers	Number of Travellers
A Gros Morne to Plum Point	27%	12,553
B Plum Point and Beyond	17%	7,903

* June to September 1985, non-resident visitors whose purpose in visiting Newfoundland was sightseeing/touring, to experience different culture/lifestyle and visiting friends and relatives.

In 1985 it was estimated that as many as 12,000 tourists travelled the route between Gros Morne and Port au Choix N.H.S. and an estimated 8,000 tourists continued to L'Anse aux Meadows N.H.P. These figures indicate that Port au Choix N.H.S. may have as many as 6,000 tourists passing by without stopping. L'Anse aux Meadows N.H.P., however, captures almost all of the tourists travelling into the St. Anthony area. Unfortunately, these data cannot provide details as to the extent to which these visitors passing by can be considered 'potential demand'.

According to the most recent Canadian Travel Survey (Statistics Canada, 1984) Newfoundland has been the destination of fewer person trips every year since 1979 and has also been receiving a smaller percentage of the total person trips taken in Canada. Person trips destined to (or within) Newfoundland declined by 24 per cent over the period 1979 to 1984 while the total decline in person trips in Canada was 16 per cent. Little is known about travel within Newfoundland by Newfoundlanders except that in-province person trips declined by 6 per cent between 1982 and 1984.

The indicators, therefore, are that the Northern Peninsula has a large but declining number of out-of-province visitors who are potential visitors to Port au Choix N.H.S. The potential users can be divided into two groups; current Park users (Gros Morne and L'Anse aux Meadows N.H.P.) and non-Park users. The targeting of promotional campaigns to Park users would be more efficient than attempting to reach other travellers (with the

exception of improving the signage) and could take place in Gros Morne and L'Anse aux Meadows N.H.P.

APPENDIX A

VISITOR SURVEY 1986

PORT AU CHOIX NATIONAL HISTORIC SITE

ENVIRONMENT CANADA IS CONDUCTING A SURVEY OF VISITORS TO PORT AU CHOIX NATIONAL HISTORIC SITE TO HELP PLAN FOR THE FUTURE OF THIS SITE. WOULD YOU MIND ANSWERING A FEW BRIEF QUESTIONS ABOUT YOUR VISIT. ALL OF YOUR ANSWERS WILL BE KEPT STRICTLY CONFIDENTIAL.

INTERVIEWER TO RECORD THE FOLLOWING:

in party _____ # in party under 12 yrs _____

date _____ time of interview _____

1) Where do you live?

_____
City/Town Prov. State Postal Zip Code

2) Which of the following best describes the party you are travelling with? *(ask only if not obvious)*

1. ☐ alone
2. ☐ couple
3. ☐ family with children
4. ☐ group of friends
5. ☐ other *(please specify)* _____

3) Is this your first visit to Port au Choix National Historic Site?

1. ☐ yes 2. ☐ no 3. ☐ visit this site often

4) When did you plan on visiting Port au Choix N.H.S.? *(read)*

1. ☐ before you left home
2. ☐ en route

5) How did you first learn of this Historic Site?

1. ☐ saw the road sign
2. ☐ saw a display in the terminal at N. Sydney
3. ☐ saw a display at the terminal at Argentia
4. ☐ picked up a pamphlet en route
5. ☐ from information received from:
   - ☐ a) the province of Newfoundland
   - ☐ b) Parks Service
   - ☐ c) other *(please specify)* _____

6) What would you consider to be the main reason for your visit to this Historic Site?

_____

_____

7) How long did you spend at this Historic Site today?

_____ minutes _____ hours

8a) Did you obtain this site brochure? *(show brochure)*

1. ☐ yes 2. ☐ no

b) When did you receive it?

1. ☐ when planning trip
2. ☐ en route to Newfoundland
3. ☐ today at the visitor centre

c) Did you have an opportunity to read it?

1. ☐ yes 2. ☐ no

9) What did you like most about this exhibit?

_____

What did you like least about this exhibit?

_____

10) What do you feel this exhibit is about?

_____

11) Is there anything in particular about the Maritime Archaic Indian people which you found interesting? *(If yes, please specify)*

1. ☐ yes _____
2. ☐ no

12a) Other than this visitor centre, have you visited, or will you be visiting anything else while in Port au Choix today?

1. ☐ yes *(go to 12b)* 2. ☐ no 3. ☐ don't know
4. ☐ not applicable *(ie. local respondent)*

b) If yes, please specify)

1. ☐ Point Riche
2. ☐ a local restaurant
3. ☐ the burial grounds
4. ☐ Phelps Gardens - Dorset Site
5. ☐ other *(please specify)*

_____

THE FOLLOWING SECTION APPLIES ONLY TO THOSE VISITORS WHO DO NOT RESIDE IN THE LOCAL AREA.

13) How long do you plan to be away from home on this trip?

_____ days or _____ hours

14) What type of accommodation are you using on this visit to Western Newfoundland?

1. ☐ home of a friend or relative
2. ☐ hotel or motel
3. ☐ campground
4. ☐ other _____

15) Where did you stay last night? _____

Where will you be staying tonight? _____

FOR OUT OF PROVINCE VISITORS ONLY

16) What was your main reason for visiting Newfoundland?

1. ☐ part of touring trip
2. ☐ visit friends or relatives
3. ☐ business

ALL VISITORS

17) Do you have any suggestions on what additional facilities or services could be offered at Port au Choix N.H.S. which would make your visit more enjoyable?

_____

_____

Language used by respondent _____

ENQUETE AUPRES DES VISITEURS 1986

LIEU HISTORIQUE NATIONAL DE PORT AU CHOIX

BONJOUR, ENVIRONNEMENT CANADA MÈNE ACTUELLEMENT UNE ENQUÊTE AUPRÈS DES VISITEURS DU LIEU HISTORIQUE NATIONAL DE PORT AU CHOIX AFIN D'AIDER À PLANIFIER LE FUTUR DE CE LIEU. AURIEZ-VOUS L'AMABILITÉ DE RÉPONDRE À QUELQUES QUESTIONS CONCERNANT VOTRE VISITE. TOUTES VOS RÉPONSES SERONT TRAITÉES **CONFIDENTIELLEMENT.**

Taille du groupe____ Personnes âgées de moins de 12 ans____

Heure de l'entrevue _____ Date de l'entrevue _____

1) Où demeurez-vous?

_____
ville village province état

2) Lequel des énoncés suivants décrit le mieux le groupe avec lequel vous voyagez?

1 ☐ seul
2 ☐ couple
3 ☐ famille avec enfant(s)
4 ☐ groupe d'amis
5 ☐ *autre (veuillez préciser)* _____

3) Est-ce la première fois que vous visitez le lieu historique national de Port au Choix?

1 ☐ oui 2 ☐ non 3 ☐ visite ce site fréquemment

4) Quand avez-vous planifié de visiter le lieu historique national de Port au Choix?

1 ☐ avant votre départ de la maison
2 ☐ en route

5) Comment avez-vous appris l'existence du lieu historique national de Port au Choix?

1 ☐ vu le panneau de signalisation routière
2 ☐ vu un élément d'exposition au terminus du traverser à North Sydney
3 ☐ vu un élément d'exposition au terminus du traverser à Argentia
4 ☐ pris un dépliant en route
5 ☐ à partir de renseignements reçus
- ☐ a) de la province de Terre-Neuve
- ☐ b) du service des Parcs
- ☐ c) autre_____

6) Quelle est la raison principale de votre visite à ce lieu historique?

_____

_____

7) Combien de temps avez-vous passé au lieu historique national de Port au Choix aujourd'hui?

_____ minutes _____ heures

8a) Avez-vous obtenu ce dépliant? *(montrez le dépliant)*

1 ☐ oui 2 ☐ non *(passez à question 9)*

b) *(Si la réponse est affirmative)* **Quand avez-vous obtenu ce dépliant?**

1 ☐ lors de la planification de votre voyage
2 ☐ en route vers Terre-Neuve
3 ☐ aujourd'hui au centre d'accueil des visiteurs

c) Avez-vous eu l'occasion de lire le dépliant?

1 ☐ oui 2 ☐ non

9) Qu'est-ce que vous avez aimé le plus au sujet de l'élément d'exposition ?

_____

Qu'est-ce que vous avez aimé le moins au sujet de l'élément d'exposition?

_____

10) Selon vous, quel est le sujet de l'élément d'exposition?

_____

11) Est-ce qu'il a quelque chose de particulier au sujet de "ces gens" que vous avez trouvez intéressant? *(si oui, veuillez préciser)*

1 ☐ oui _____
2 ☐ non

12a) Excluant ce centre d'accueil des visiteurs, avez-vous visité, ou visiterez-vous d'autres endroits lors de votre séjour à Port au Choix aujourd'hui?

1 ☐ oui *(passez à la Q 12b)* 2 ☐ non 3 ☐ ne sait pas
4 ☐ ne s'applique pas *(eg. répondant local)*

b) *(Si oui)* **Veuillez préciser le(s)quel(s)?**

1 ☐ pointe Riche
2 ☐ un restaurant local
3 ☐ cimetières
4 ☐ jardins Phelps - site Dorset
5 ☐ *autre*

_____

POUR LES VISITEURS RESIDANT À L'EXTÉRIEUR DE LA *RÉGION PORT AU CHOIX SEULEMENT*

13) Combien de temps comptez-vous passer loin de la maison au cours de ce voyage?

_____ heures ou _____ jours

14) Quelle type de logement utilisez-vous au cours de ce voyage sur la côte ouest de Terre-Neuve?

1 ☐ chez des amis ou des parents
2 ☐ hôtel motel
3 ☐ terrain de camping
4 ☐ autre _____

15) Où êtes-vous demeuré la nuit passée? _____

Où allez-vous demeurer cette nuit? _____

16) Quelle est la raison principale de votre visite à Terre-Neuve?

1 ☐ partie d'un voyage touristique
2 ☐ visite d'amis et des parents
3 ☐ affaire
4 ☐ autre _____

TOUS LES VISITEURS

17) Avez-vous des suggestions concernant des services ou installations additionnels qui pourraient être offert au lieu historique national de Port au Choix lesquels rendraient votre visite plus agréable?

_____

_____

Langue du répondant _____